



PRINTED MATERIALS: CHECKLIST FOR EVENT PLANNING

Printed materials enhance an event by reinforcing branding, providing key information, and serving as lasting keepsakes that deepen engagement.

Listed below are materials to consider as you plan your next event.

- Save the Date Printing and Mailing
- Invitation Printing and Mailing
- Event Programs - Detailed schedule or program outlining the event's agenda, speakers, and activities.
- Tickets and Passes - Customized tickets or passes for admission control. Donor "VIP".
- Banners - Large banners for event branding
- Signage - Wayfinding and sponsor signs
- Promotional Posters and Flyers
- Brochures/Handouts
- Promotional Materials - T-shirts, pens, bags, bookmarks, stickers, notepads, or notebooks, etc.
- Displays
- Name Badges
- Menus and Table Cards
- Center pieces - Large trifold to share organizations story, history, special photos
- Awards and Certificates for recognition ceremonies.
- Media Kits - Folders, Press releases, fact sheets, and other materials for media coverage.
- Emergency Information Cards with emergency contact information or event procedures.
- Thank-You Cards

Reach out to the Kenwel team at 614.261.1011 or kenwel@kenwelprinters.com for more information and guidance.

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